



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Reply, Please Refer to:

Rodriguez *et al.*

Serial No.: 10/073,842

Filed: February 11, 2002

For: Management of Television Advertising

Confirmation No.: 6628

Group Art Unit: 2611

Examiner: Bui, Kieu Oanh T

Docket No. A-7496 (191920-1240)

RESPONSE TO FINAL OFFICE ACTION

Mail Stop: AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

The outstanding final Office Action mailed June 1, 2005 (Paper No./Mail Date 20050517) has been carefully considered. Reconsideration and allowance of the application and presently pending claims are respectfully requested.

AUTHORIZATION TO DEBIT ACCOUNT

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.